

Station KTNV-TV LAS VEGAS, NV

Advertiser () .AMERICAN CROSSROADS

Product American Crossroads

Estimate# 1323

Buyer Emily Milhoan

Phone#

Fax#

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/1323

Flight Dates 10/30/2012 - 11/05/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 84,900
PLS CONFIRM ASAP
THANKS ,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	5A-6A	ACTION NWS@5AM<	:30	\$650.00	10/30-10/30	1	1	1	\$650.00	
	2	W	5A-6A	ACTION NWS@5AM<	:30	\$650.00	10/31-10/31	1	1	1	\$650.00	
	3	TH	5A-6A	ACTION NWS@5AM<	:30	\$650.00	11/01-11/01	1	1	1	\$650.00	
	4	F	5A-6A	ACTION NWS@5AM<	:30	\$650.00	11/02-11/02	1	1	1	\$650.00	
	5	M	5A-6A	ACTION NWS@5AM<	:30	\$650.00	11/05-11/05	1	1	1	\$650.00	
	6	TU	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/30-10/30	1	1	1	\$750.00	
	7	W	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/31-10/31	1	1	1	\$750.00	
	8	TH	6A-7A	ACTION NWS@6AM<	:30	\$750.00	11/01-11/01	1	1	1	\$750.00	
	9	F	6A-7A	ACTION NWS@6AM<	:30	\$750.00	11/02-11/02	1	1	1	\$750.00	
	10	M	6A-7A	ACTION NWS@6AM<	:30	\$750.00	11/05-11/05	1	1	1	\$750.00	
	11	TU	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/30-10/30	1	1	1	\$750.00	

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	12	W	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/31-10/31	1	1	1	\$750.00	
	13	TH	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	11/01-11/01	1	1	1	\$750.00	
	14	F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	11/02-11/02	1	1	1	\$750.00	
	15	M	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	11/05-11/05	1	1	1	\$750.00	
	16	TU	9A-10A	MORNING BLEND<	:30	\$400.00	10/30-10/30	1	1	1	\$400.00	
	17	W	9A-10A	MORNING BLEND<	:30	\$400.00	10/31-10/31	1	1	1	\$400.00	
	18	TH	9A-10A	MORNING BLEND<	:30	\$400.00	11/01-11/01	1	1	1	\$400.00	
	19	F	9A-10A	MORNING BLEND<	:30	\$400.00	11/02-11/02	1	1	1	\$400.00	
	20	M	9A-10A	MORNING BLEND<	:30	\$400.00	11/05-11/05	1	1	1	\$400.00	
	21	TU	10A-11A	VIEW-ABC	:30	\$1,000.00	10/30-10/30	1	1	1	\$1,000.00	
	22	W	10A-11A	VIEW-ABC	:30	\$1,000.00	10/31-10/31	1	1	1	\$1,000.00	
	23	TH	10A-11A	VIEW-ABC	:30	\$1,000.00	11/01-11/01	1	1	1	\$1,000.00	
	24	F	10A-11A	VIEW-ABC	:30	\$1,000.00	11/02-11/02	1	1	1	\$1,000.00	
	25	M	10A-11A	VIEW-ABC	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	26	TU	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/30-10/30	1	1	1	\$650.00	
	27	W	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/31-10/31	1	1	1	\$650.00	
	28	TH	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	11/01-11/01	1	1	1	\$650.00	

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---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	29	F	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	11/02-11/02	1	1	1	\$650.00	
	30	M	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	11/05-11/05	1	1	1	\$650.00	
	31	TU	12P-1P	CHEW-ABC	:30	\$850.00	10/30-10/30	1	1	1	\$850.00	
	32	TH	12P-1P	CHEW-ABC	:30	\$850.00	11/01-11/01	1	1	1	\$850.00	
	33	M	12P-1P	CHEW-ABC	:30	\$850.00	11/05-11/05	1	1	1	\$850.00	
	34	W	1P-2P	GENERAL HOSPITAL	:30	\$850.00	10/31-10/31	1	1	1	\$850.00	
	35	F	1P-2P	GENERAL HOSPITAL	:30	\$850.00	11/02-11/02	1	1	1	\$850.00	
	36	TU	2P-3P	JEFF PROBST SHOW	:30	\$350.00	10/30-10/30	1	1	1	\$350.00	
	37	W	2P-3P	JEFF PROBST SHOW	:30	\$350.00	10/31-10/31	1	1	1	\$350.00	
	38	TH	2P-3P	JEFF PROBST SHOW	:30	\$350.00	11/01-11/01	1	1	1	\$350.00	
	39	F	2P-3P	JEFF PROBST SHOW	:30	\$350.00	11/02-11/02	1	1	1	\$350.00	
	40	M	2P-3P	JEFF PROBST SHOW	:30	\$350.00	11/05-11/05	1	1	1	\$350.00	
	41	TU	3P-330P	WE THE PEOPLE<	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
	42	TH	3P-330P	WE THE PEOPLE<	:30	\$500.00	11/01-11/01	1	1	1	\$500.00	
	43	M	3P-330P	WE THE PEOPLE<	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
	44	W	330P-4P	MILLIONAIRE<	:30	\$500.00	10/31-10/31	1	1	1	\$500.00	

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Salesperson FAX# 215-567-5938

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---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	45	F	330P-4P	MILLIONAIRE<	:30	\$500.00	11/02-11/02	1	1	1	\$500.00	
	46	TU	4P-5P	VARIOUS	:30	\$650.00	10/30-10/30	1	1	1	\$650.00	
	47	W	4P-5P	VARIOUS	:30	\$650.00	10/31-10/31	1	1	1	\$650.00	
	48	TH	4P-5P	VARIOUS	:30	\$650.00	11/01-11/01	1	1	1	\$650.00	
	49	F	4P-5P	VARIOUS	:30	\$650.00	11/02-11/02	1	1	1	\$650.00	
	50	M	4P-5P	VARIOUS	:30	\$650.00	11/05-11/05	1	1	1	\$650.00	
	51	TU	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/30-10/30	1	1	1	\$900.00	
	52	W	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/31-10/31	1	1	1	\$900.00	
	53	TH	5P-530P	ACTION NWS@5PM<	:30	\$900.00	11/01-11/01	1	1	1	\$900.00	
	54	F	5P-530P	ACTION NWS@5PM<	:30	\$900.00	11/02-11/02	1	1	1	\$900.00	
	55	M	5P-530P	ACTION NWS@5PM<	:30	\$900.00	11/05-11/05	1	1	1	\$900.00	
	56	TU	6P-7P	VARIOUS	:30	\$1,100.00	10/30-10/30	1	1	1	\$1,100.00	
	57	W	6P-7P	VARIOUS	:30	\$1,100.00	10/31-10/31	1	1	1	\$1,100.00	
	58	TH	6P-7P	VARIOUS	:30	\$1,100.00	11/01-11/01	1	1	1	\$1,100.00	
	59	F	6P-7P	VARIOUS	:30	\$1,100.00	11/02-11/02	1	1	1	\$1,100.00	
	60	M	6P-7P	VARIOUS	:30	\$1,100.00	11/05-11/05	1	1	1	\$1,100.00	
	61	TU	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/30-10/30	1	1	1	\$850.00	

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	62	W	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/31-10/31	1	1	1	\$850.00	
	63	TH	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	11/01-11/01	1	1	1	\$850.00	
	64	F	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	11/02-11/02	1	1	1	\$850.00	
	65	M	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	11/05-11/05	1	1	1	\$850.00	
	66	TU	730P-8P	MILLIONAIRE<	:30	\$850.00	10/30-10/30	1	1	1	\$850.00	
	67	W	730P-8P	MILLIONAIRE<	:30	\$850.00	10/31-10/31	1	1	1	\$850.00	
	68	TH	730P-8P	MILLIONAIRE<	:30	\$850.00	11/01-11/01	1	1	1	\$850.00	
	69	F	730P-8P	MILLIONAIRE<	:30	\$850.00	11/02-11/02	1	1	1	\$850.00	
	70	M	730P-8P	MILLIONAIRE<	:30	\$850.00	11/05-11/05	1	1	1	\$850.00	
	71	TU	11P-1135P	NEWS	:30	\$1,750.00	10/30-10/30	1	1	1	\$1,750.00	
	72	TH	11P-1135P	NEWS	:30	\$1,750.00	11/01-11/01	1	1	1	\$1,750.00	
	73	M	11P-1135P	NEWS	:30	\$1,750.00	11/05-11/05	1	1	1	\$1,750.00	
	74	W	1135P-1235A	LATE SHOW	:30	\$850.00	10/31-10/31	1	1	1	\$850.00	
	75	F	1135P-1235A	LATE SHOW	:30	\$850.00	11/02-11/02	1	1	1	\$850.00	
	76	TU	1205A-105A	J KIMMEL-ABC<	:30	\$450.00	10/30-10/30	1	1	1	\$450.00	

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	77	W	1205A-105A	J KIMMEL-ABC<	:30	\$450.00	10/31-10/31	1	1	1	\$450.00	
	78	TH	1205A-105A	J KIMMEL-ABC<	:30	\$450.00	11/01-11/01	1	1	1	\$450.00	
	79	F	1205A-105A	J KIMMEL-ABC<	:30	\$450.00	11/02-11/02	1	1	1	\$450.00	
	80	M	1205A-105A	J KIMMEL-ABC<	:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
	81	TU	430A-5A	ACTN NWS@430AM<	:30	\$150.00	10/30-10/30	1	1	1	\$150.00	
	82	W	430A-5A	ACTN NWS@430AM<	:30	\$150.00	10/31-10/31	1	1	1	\$150.00	
	83	TH	430A-5A	ACTN NWS@430AM<	:30	\$150.00	11/01-11/01	1	1	1	\$150.00	
	84	F	430A-5A	ACTN NWS@430AM<	:30	\$150.00	11/02-11/02	1	1	1	\$150.00	
	85	M	430A-5A	ACTN NWS@430AM<	:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
	86	SA	5A-6A	ACTN NWS SA@5A	:30	\$450.00	11/03-11/03	1	1	1	\$450.00	
	87	SA	6A-7A	ACTN NWS SA@6A	:30	\$750.00	11/03-11/03	1	1	1	\$750.00	
	88	SA	7A-8A	GD MRN-SAT-ABC	:30	\$850.00	11/03-11/03	1	1	1	\$850.00	
	89	SA	8A-9A	ACTN NWS SA@8A	:30	\$750.00	11/03-11/03	1	1	1	\$750.00	
	90	SA	6P-630P	ACTION NWS@6PM	:30	\$750.00	11/03-11/03	1	1	1	\$750.00	
	91	SA	11P-1135P	ACTION NWS@11P<	:30	\$1,250.00	11/03-11/03	1	1	1	\$1,250.00	

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	92	SU	5A-6A	ACTN NWS SU@5A	:30	\$450.00	11/04-11/04	1	1	1	\$450.00	
	93	SU	6A-7A	ACTN NWS SU@6A	:30	\$750.00	11/04-11/04	1	1	1	\$750.00	
	94	SU	7A-8A	GD MRN-SUN-ABC	:30	\$850.00	11/04-11/04	1	1	1	\$850.00	
	95	SU	8A-9A	ACTN NWS SU@8A	:30	\$750.00	11/04-11/04	1	1	1	\$750.00	
	96	SU	10A-11A	AVG. ALL WKS	:30	\$1,000.00	11/04-11/04	1	1	1	\$1,000.00	
	97	SU	6P-630P	AVG. ALL WKS	:30	\$850.00	11/04-11/04	1	1	1	\$850.00	
	98	SU	7P-8P	AFHV	:30	\$3,000.00	11/04-11/04	1	1	1	\$3,000.00	
	99	SU	8P-9P	ONCE UPON A TIME	:30	\$4,500.00	11/04-11/04	1	1	1	\$4,500.00	
	100	SU	9P-10P	REVENGE	:30	\$5,000.00	11/04-11/04	1	1	1	\$5,000.00	
	101	SU	11P-1135P	ACTION NWS@11P<	:30	\$1,750.00	11/04-11/04	1	1	1	\$1,750.00	

---REPORT TOTALS---

Report Totals: 101 / \$84,900.00

---SALES MONTHLY TOTALS---

Nov 12: 101 / \$84,900.00

Sales Totals: 101 / \$84,900.00

Station Totals: 101 / \$84,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$369,130	KBLR	0%	KLAS	10%	KSNV	39%	KTNV	23%	KTUD	1%
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KVCW 2%

KVMY 6%

KVVU 19%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books

NOV10, MAY11, ENOV11

Demos

RA35+

--- CREDIT RISK ---

CASH IN ADVANCE